



Missouri Travel Barometer
July 2017 Report
(Data available as of 08/10/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

July Report Highlights

Lodging Statistics: 2017 Calendar Year to Date through June

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

Missouri Lodging:

ADR up 4.0% -- RevPAR up 3.7% -- Demand up 0.1% -- Occupancy down 0.3%

SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through May

- For FY17, a 1.6% (\$193.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-May
- For CYTD17, a 1.5% (\$78.3 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-May
- April 2017 saw a 1.8% (-\$20.2 million) sales revenue decrease compared to April 2016
- May 2017 saw a 3.7% (41.3 million) sales revenue increase compared to May 2016

Website Visits: 2017 Calendar Year to Date through July

- Total web visits (main site and mobile visits) were down 19.3% for CYTD 2017 (Jan-July) compared to CYTD 2016
- Total web visits to VisitMO Spotlight (blog) were up 57.6% for CYTD 2017 (Jan-July) compared to CYTD 2016

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through July

- 95,463 responses for 2017 YTD – a decrease of 21% (This is most likely directly related to advertising cuts due to budget withhold.) However, Oklahoma City, Lexington, Louisville, Tri Cities, and Tulsa all have growth over 2016
- For the month of July alone, responses are down 29.7% for 2017 compared to 2016

Welcome Center visits: 2017 Calendar Year to date through July

- For CYTD 2017 the centers are down 1.9% for January - July 2017 compared to the same period in 2016
- For the month of July alone, visits are down 6.6% for 2017 over 2016

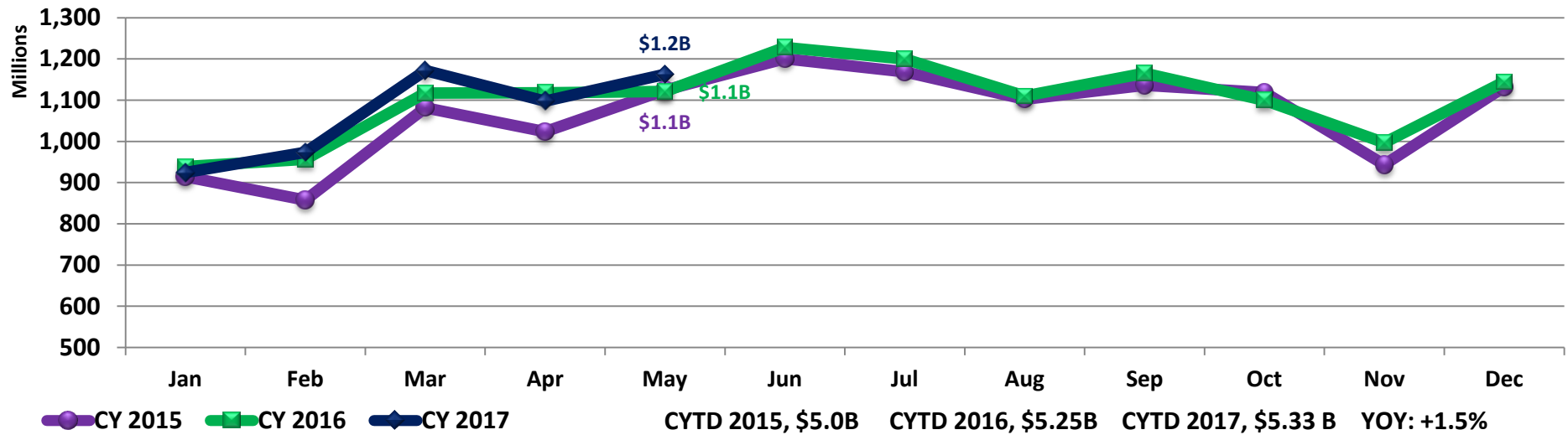
Commercial airport deplanements: 2017 Calendar Year to Date

- Columbia up 22.1% for January – June 2017 compared to the same period in 2016
- Kansas City up 5.1% for January – June 2017 compared to the same period in 2016
- St. Louis up 6.0% for January – June 2017 compared to the same period in 2016
- All airports up 6.6 % for January – April 2017 compared to the same period in 2016

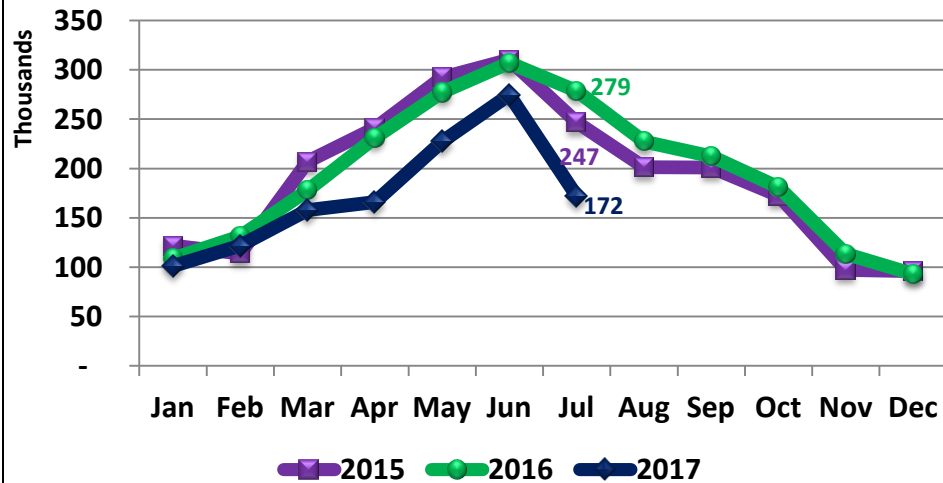
Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through July

- Missouri's homepage on VisitTheUSA.com had 6,194 pageviews from Jan-July 2017 (1,631 during July)
- Top five countries viewing Missouri's page during Jan-July 2017 were Japan, U.K., Brazil, India, and Canada
- Top five countries viewing Missouri's page during July were U.K., Japan, Mexico, Brazil, and Germany
- Visitors from Germany spent the most time on our page, averaging 5 minutes and 31 seconds compared to an overall average of 2 minutes and 14 seconds

Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

